

RJ Reynolds

July 31, 1995

To: DM Company		REP
1224		
1225		
1226	✓	11, 13
1229		
1230	✓	13, 15
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

J.T. JONES
Chain Accounts Manager

400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774
Fax 908-417-9076

ROU #1110, 1210, 1310, 1510, 1610, 1710

To: G. A. Ritsert, G. P. Mitchell, F. E. Cook, R. L. VanSickle, F. J. DeJong,
F. J. Iaconetti, K. C. Satchell, G. R. Deschenes, R. R. Steele,
R. J. Westenberger, K. L. Myers, Jr., B. K. Pearson

Re: Pharmhouse d/b/a Rx Place (1122-00-00)
Promotions - Display Authorization

Dear Managers:

Attached are Pharmhouse d/b/a Rx Place display placement authorizations.
Specifics are as follows:

Co-Marketing Promotion

- Promotion period begins 8/28/95
- Consumer offer \$2.50 off a carton
SELECT, WINSTON all brand styles
- Quantity coupons per store - 48
direct mailed to all stores
- Temporary floor base display authorized

Note: Co-Marketing promotion is authorized for Rx Place stores only

Value Added Promotion

- Promotion period - August
- Buy 2 packs get free mug
- Temporary floor base display authorized

Note: VAP promotions are authorized for Rx Place and Pharmhouse stores.

Your assistance with this chain is appreciated.

Sincerely,

J.T. Jones
J. T. Jones

JTJ/fr
Attachment

"We work for smokers."

51855 0908